MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMK 3874 – GLOBAL MARKETING

(All sections / Groups)

05 MARCH 2019
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR** (4) questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUE STION 1

A decade ago, a number of countries in Central Europe, Latin America, and Asia were expected to experience rapid economic growth. Today much attention is focused on opportunities in Brazil, Russia, India, and China. Give reasons for this shift using an example of a manufacturer.

(25 marks)

QUESTION 2

What are the secondary sources of data and how do these sources differ from primary sources? Give five examples of sources from which secondary data can be obtained.

(25 marks)

QUESTION 3

What are brands, and what are their functions in global marketing? How do brands develop their image, identity, and equity? Are global product and global brands the same?

(25 marks)

QUESTION 4

In addition to the Five Forces model of industry competition, Michael Porter has developed a framework of so-called generic business strategies. Explain these generic strategies, describing their aims and application.

(25 marks)

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